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How has your company evolved since its inception, and what key transformations have been pivotal to your growth?

Ingram Micro has witnessed numerous changes in the landscape of technology distribution, and we have taken various strategic, far-sighted actions to stay relevant in the age of stiff competition. We have evolved from a traditional tech distributor to platform company, and the launch of Ingram Micro Xvantage was one of the most pivotal milestones in our journey of more than four decades. The Xvantage allowed us to digitize our entire process of technology acquisition and disposition, and it ensures a seamless, intuitive experience for our partners to interact and transact with us.

Additionally, we have also started offering a comprehensive range of Value-Added Services, Professional Services, Cloud Services, IT Asset Lifecycle Management and Disposition Services, Financial Solutions, and Verticalized Solutions



for healthcare, hospitality, etc. These services have enabled us to align perfectly with the evolving needs of customers.

What strategies has your company implemented to embrace transformation and stay competitive in the market?

Our digital transformation approach has always been focused on enhancing the experience of all stakeholders of tech distribution. That's why we embraced digital transformation with the core intention of bringing about a digital shift in the distribution landscape. Our 'Digital Twin', Ingram Micro Xvantage, ensures that all our partners (irrespective of their digital maturity, nature of business, or locations) join the digital bandwagon and get ready for the new digital era of doing business.

Xvantage allows our partners to learn, partner, build, manage and buy technology-led products, solutions and services in the most convenient manner - through the click of a button. With the Xvantage Mobile App, partners can now easily search for the products,

generate a quote, place an order, track shipment, and perform similar tasks on the go. They can even explore all our services/solutions and talk to experts through Xvantage conveniently.

What are your company's key strategic priorities for driving sustainable growth for your customers and stakeholders?

While we are all geared up to bring about a radical transformation in the technology distribution landscape, we are always mindful of the impacts of our strategies on people and our planet. As a values-driven organization, we are wholeheartedly committed to achieving continuous improvements on the Environment, Social and Governance areas. That's why we have strengthened our Service Stack to ensure end-to-end lifecycle solutions for our customers, including technology acquisition, implementation, optimization and even asset disposition services. Our sustainable, environment-friendly distribution practices and day-to-day operations at our warehouses and offices ensure long-term value for all stakeholders. ■

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